

56th Annual Meeting Exhibitor Prospectus

Version 1.1.27

Why Attend?

2027 ORLANDO OVDRA

Attendee Profile



OPTOMETRISTS | 50%



THERAPISTS | 19%



STUDENTS & RESIDENTS | 27%



EXHIBITORS | 40+ BOOTHS



OTHER STAFF | 4%

What's Happening in the Exhibit Hall?

Enhanced Meeting App (Whova)

Booth Contest and Direct Marketing Ability

Wednesday Opening Reception

Exhibitor Seminar Rooms Available Thursday and Friday Mornings

Exhibitor Booth Registration

2027 ORLANDO OVDRA

****ACCEPTED EXHIBITORS****

ONLY Exhibitors whose products or services directly align with the Optometric industry are allowed to register. At OVDRA's sole discretion, Exhibitors may be refused registration and denied access to the Exhibit Hall. If an entity registers and is removed up until Midnight Eastern, February 28, 2027 a refund will be made minus a 10% Administration fee. After February 28th, no refund will be made under any circumstances. Email meetings@ovdra.org if you have any questions **BEFORE** you register.

8' x 10' Booth | $2,500

Includes:

- Signage
- Table
- 2 Chairs
- Waste Basket
- 2 Exhibitor Badges for Hall Access Only
  (additional badges are $350 each)
- Receptions, Thursday and Friday Lunch for Registered Booth Staff

Register for your booth online at vtmeeting.com

All paid Exhibitors will be part of OVDRA's Active Vendor Listing which is a collection of companies that OVDRA will offer exclusive opportunities to, as well as encourage Members to partner with the companies that support OVDRA with its presence at the Annual Meeting.

Exhibit Hall Schedule

**Subject to Change*
Go to www.vtmeeting.com for updated times.

Wednesday, March 31, 2027

- **Exhibitor Move-In**
  Noon to 4:30 PM
- **Opening Reception in Exhibit Hall**
  4:30 PM to 7:00 PM

Thursday, April 1, 2027

- **Breakfast in Exhibit Hall**
  7:00 AM to 8:00 AM
- **AM Break in Exhibit Hall**
  TBD
- **Lunch with Exhibitors**
  TBD
- **Exhibit Hall Happy Hour**
  TBD

Friday, April 2, 2027

- **Breakfast in Exhibit Hall**
  7:00 AM to 8:00 AM
- **AM Break in Exhibit Hall**
  TBD
- **Lunch with Exhibitors**
  TBD
- **Exhibitor Move-Out**
  TBD

Need More Information?

Call or E-mail
Mark Bice, CMP Fellow
330-995-0718 | meetings@ovdra.org

2027 ORLANDO OVDRA

Exhibit Hall Floor Plan

**Floor Plan is Subject to Change Based Upon the Number of Booths Purchased*

Booth Diagram Coming Soon!

Visit vtmeeting.com and select the Exhibitor tab for the most updated floor plan

Sponsorship Opportunities

Platinum | $7,500

2 Available

Includes:

- **Two (2) Booth Spaces**
- **Four (4) Exhibit Hall Badges**
- **One (1) "Exhibitor Seminar" Webinar**
  Sponsor is responsible for coordinating content for one, 1-hour Exhibitor Seminar, and organizing a registration link. OVDRA will promote webinar in social media, the weekly newsletter, and 2 webinar-dedicated e-blasts to global opted-in list. First-come scheduling, May 2027 through January 2028 based on availability, maximum 1 offered per month ($2,000 Value)
- **One (1) Pre-Meeting Email Blast to Opted-In Conference Attendees**
  Sent within four weeks of the meeting. Sponsor to provide and proof content a minimum of 30 days in advance of publish date, no credit will be given for missed deadlines ($1,000 Value)
- **One (1) Post-Meeting Email Blast to Opted-In Conference Attendees**
  Sent within four weeks of the meeting. Sponsor to provide and proof content a minimum of 30 days in advance of publish date, no credit will be given for missed deadlines. ($1,000 Value)
- **One (1) Email Blast to Global Opted-In List**
  Date TBD by OVDRA and Sponsor, between sign-up date until November 1, 2027. Sponsor to provide and proof content a minimum of 30 days in advance of publish date, no credit will be given for missed deadlines. ($1,000 Value)
- **Premiere Logo Placement as Platinum Sponsor**
  From sign-up date through opening of 2028 registration. On OVDRA website, highlighted as Platinum Sponsor in social media, Friday newsletter, Sponsor and Exhibitor area on Conference website and in Conference app
- **Podium Recognition as Platinum Sponsor at Friday Evening Induction Ceremony**
  Logo displayed, and four (4) Induction Ceremony Tickets with Reserved Seating ($2,600 Value)
- **Complete Email List of Opted-In 2027 Annual Meeting Attendees**

Please Note: For all marketing and advertising options, the Sponsor's logo is exclusively featured and content must only feature the Sponsor's company/entity.

Sponsorship Opportunities

Gold | $5,000

4 Available

Includes:

- **One (1) Booth Space**
- **Two (2) Exhibit Hall Badges**
- **Prominent Logo Placement as Gold Sponsor**
  From sign-up date through opening of 2028 registration. On OVDRA website, highlighted as Gold Sponsor in social media, Friday newsletter, in Sponsor and Exhibitor area on Conference website and in Conference app
- **Podium Recognition as Gold Sponsor at Wednesday Awards Lunch**
  Logo displayed and two (2) Awards Lunch Tickets with Reserved Seating
- **Complete Email List of Opted-In 2027 Annual Meeting Attendees**

PLUS Select Any Four (4) of the Following:

- **One (1) Pre-Meeting Email Blast to Opted-In Conference Attendees**
  Sent within four weeks of the meeting. Sponsor to provide and proof content a minimum of 30 days in advance of publish date, no credit will be given for missed deadlines ($1,000 Value)
- **One (1) Post-Meeting Email Blast to Opted-In Conference Attendees**
  Sent within four weeks of the meeting. Sponsor to provide and proof content a minimum of 30 days in advance of publish date, no credit will be given for missed deadlines. ($1,000 Value)
- **One (1) Email Blast to Global Opted-In List**
  Date TBD by OVDRA and Sponsor, between sign-up date until November 1, 2027. Sponsor to provide and proof content a minimum of 30 days in advance of publish date, no credit will be given for missed deadlines. ($1,000 Value)
- **One (1) One-Time Half Page Ad in OVDRA's Research Publication, VDR**
  Sponsor to provide and proof content a minimum of 30 days in advance of publish date. (New advertisers get one ad, existing advertisers extend their current contract by 1 ad). ($600 Value)
- **Signage and Named Sponsor of Research Poster Kiosk(s)**
  Conference website and app logo placement as sponsor ($1,500 Value, Limit 1, First-come)
- **Signage and Named Sponsor of All 4 Pre-Meeting Course Breaks**
  Conference website and app logo placement as sponsor ($1,500 Value, Limit 1, First-come)

Please Note: For all marketing and advertising options, the Sponsor's logo is exclusively featured and content must only feature the Sponsor's company/entity.

Sponsorship Opportunities

Silver | $3,750

Includes:

- **One (1) Booth Space**
- **Two (2) Exhibit Hall Badges**
- **Prominent Logo Placement as Silver Sponsor**
  From sign-up date through opening of 2028 registration. On OVDRA website, highlighted as Silver Sponsor in social media, Friday newsletter, in Sponsor and Exhibitor area on Conference website and in Conference app

PLUS Select Any Two (2) of the Following:

- **Complete Email List of Opted-In 2027 Annual Meeting Attendees**
- **One (1) Pre or Post-Meeting Email Blast to Opted-In Conference Attendees**
  Sent within four weeks of the meeting. Sponsor to provide and proof content a minimum of 30 days in advance of publish date, no credit will be given for missed deadlines ($1,000 Value)
- **One (1) Email Blast to Global Opted-In List**
  Date TBD by OVDRA and Sponsor, between sign-up date until November 1, 2027. Sponsor to provide and proof content a minimum of 30 days in advance of publish date, no credit will be given for missed deadlines. ($1,000 Value)

Please Note: For all marketing and advertising options, the Sponsor's logo is exclusively featured and content must only feature the Sponsor's company/entity.

Event/Product Specific Sponsorship

- **Friday Night Installation and Induction Banquet Sponsor | $15,000**
- **2027 Student Resident Doctor Mixer, With Practice Opportunities | $5,000**
- **Vision Therapist Social | $2,500**
- **WiFi SSID Newtork Name | $5,000**
- **Hospitality Suite | $4,000 Exclusive, $1,000 Partial**
- **Meeting App Sponsor | $2,000**
- **Poster Kiosk Sponsor | $750** *(Limit 2)*
- **In-App Exhibitor Campaign | $300**
- **Annual Meeting Name Badge Holder/Lanyard | $2,500**
- **Break Sponsor for Pre-Meeting Courses | $4,000**
- **Break Sponsor for General Education | $5,000**
- **Post E-blast to Opted-In Attendees | $300 (***with booth purchase, limited number available)*

For a complete description of each item, go to www.ovdra.org/store/default.aspx

***** NOTE: Pricing and Availability of Sponsorship opportunities are subject to change. Please contact meetings@ovdra.org for the latest availability.*****

Rules and Regulations

By registering for the 2027 Annual meeting Exhibit, you agree to the following:

The rules and regulations contained herein are intended by The Optometric Vision Development & Rehabilitation Association ("OVDRA") to best serve the interests of the exhibitors, the Annual Meeting attendees and guests, and to outline governing rules and regulations for a successful event. The rules and regulations bind all applicants and exhibitors. Non-adherence may result in loss of priority placement, ineligibility to exhibit at future OVDRA Annual Meetings, and/or removal from the current Annual Meeting.

The term "Event" refers to The Optometric Vision Development &Rehabilitation Association 56th Annual Meeting to be held March 30 - April 3, 2027 at the Renaissance Orlando at Seaworld ("Hotel"). The event is owned, produced, and managed by the OVDRA. The term "Exhibitor" refers to the organization or person that applied for and has been granted exhibit space rental and such applicant's officers, directors, shareholders, employees, contractors, agents, and representatives. Each applicant for exhibit booth space ("booth") agrees that the terms and conditions of these Rules and Regulations are made part of any resulting Agreement for the use of the exhibit.

Space Rental, Assignment of Location, and Subletting

Applications ("Agreement") for exhibit booth space must be made on the printed or electronic form provided by OVDRA, contain the information as requested, and be executed by an individual who has authority to act for the applicant.

Whenever possible, space assignments will be made by OVDRA in keeping with the Exhibitor's preference. OVDRA reserves the right to make the final determination of all space assignments in the best interests of the event, utility services, fire code, and other criteria. OVDRA reserves the right to reject any application for space. No exhibitor shall assign, sublet, or share the space allotted with another business without prior written consent from OVDRA.

Exhibitor's Authorized Representative

Each Exhibitor must name at least one person to be the representative in connection with installation, operation, and removal of the exhibit. Such representatives shall be authorized to enter into such service contracts as may be necessary and for which the Exhibitor shall be responsible. The Exhibitor shall assume responsibility for having the representative(s) in attendance throughout all exposition periods; and this representative shall be responsible for keeping the exhibit neat, staffed, and orderly at all times. The Authorized Representative's name and contact information will be shared with the Hotel and the Official Service Contactor, and the Representative (therefore the Exhibitor) shall be completely responsible for any additional costs incurred during the event, which are not detailed as covered by OVDRA (i.e. shipping, storage, delivery, set-up, and additional power charges, etc.).

The Hotel and all associated vendors have been instructed to accept changes only with the consent of the OVDRA main contact. All requests are to be communicated through the booth's authorized representative to OVDRA.

Official Service Contractor

The In-House decorator for the 2027 Annual Meeting is Alliance Exposition, Andre Visser, 321.217.7800, andre.visser@alliance-exposition.com.

Payment, Deposit, and Cancellation Information

Contract terms and exhibit registration is available on our conference website www.vtmeeting.com. Applications for exhibit space must be received prior to March 1, 2027. If registration is cancelled prior to March 1, 2027, OVDRA will issue a refund minus a 20% processing fee. Any cancellations made after midnight Eastern March 1, 2027 – will result in NO refund. Should circumstances beyond the control of OVDRA result in a move to a full virtual event, registration fees may be applied to a virtual tradeshow placement, or rolled over as a non-refundable deposit for the 2028 Annual Meeting in Bellevue, WA.

Hotel Requirement

It is required that all exhibitors book within the Renaissance Hotel Block. A separate block code will be given to you to register. Exhibitors not reserved within the Hotel block will not be allowed to exhibit, and no refund will be given.

Rules and Regulations Continued

Booth Specifications

Each booth for the event will be 8' deep x 10' across with one (1) 6'x30" skirted table, 2 chairs, and a standard power plug. Each booth will have 3' pipe and drape side rails, with an 8' (eight foot) pipe and drape back wall. No decorations or displays may be taller than 8', nor protrude into or block aisles. Booths are to be kept free of trash and litter by exhibitor. All demonstrations must be confined to the limits of the booth space.

**Any booth requests that are outside the size parameters listed above, MUST have prior OVDRA approval no later than Monday, February 1, 2027 – and are subject to relocation at OVDRA's sole discretion based on fire code regulations and potential impact to surrounding booths. Failure to receive OVDRA written approval of non-traditional booth sizing by the deadline listed may result in removal from the Event with no refund.

Operation of Displays

OVDRA reserves the right to restrict the operation of, or evict completely any exhibit which, in its sole opinion, detracts from the general character of the event as a whole. Microphones and speakers are not permitted and all other sound resulting from exhibits must be kept to a level that does not disturb or annoy adjacent exhibitors and their patrons.

Alcoholic beverages may not be served from any exhibit, and any food must be purchased through the Hotel's catering department. Due to local guidelines, no animals are allowed.

Booth Designation

Each booth, regardless if a sponsor or non-sponsor, is limited to one logo or link referenced in all marketing materials.

Payments for booths will be directed to the single registration name for that booth.

Sponsor benefits are granted use by OVDRA to ONLY the designated booth company and may not be shared or transferred.

Booth Promotional Items

No booth giveaways or promotional items are allowed to be distributed before, during, or after the Annual Meeting containing any OVDRA lettering or branding without prior written permission from OVDRA. Permission must be given before items are ordered and OVDRA reserves the right to deny distribution at its sole discretion with no reimbursement given for unauthorized items.

Use of the OVDRA logo in any way both in the booth site or associated with marketing materials, must also be authorized by OVDRA prior to usage.

Power

OVDRA will include 1 standard power plug per booth space for your exclusive use, subject to the Hotel Block requirement (Page 8).

Exhibitors not occupying rooms within the Hotel room block must purchase power through the hotel on-own.

Installation

Exhibitors must set up ONLY during the allotted hours on Wednesday, March 31, 2027. Early access to the exhibit space may not be accommodated, and any additional costs incurred for early access will be the responsibility of the Exhibitor.

Show Management Access

Acting as Show Management, OVDRA staff has the ability to enter into and make changes to exhibitor booth setups that in their sole discretion, potentially violates fire code, hotel rules, or impedes or blocks physical and/or visual site lines of attendees and other exhibitors.

Conflicting Meeting and Social Events and Non-Compete Clause

In the interest of maintaining attendance at official educational events, the Exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of attendees, Exhibitors, or invited guests from educational sessions during official event hours. Product sales and endorsements are not permitted in education rooms. OVDRA will provide a list of dates and times that are reserved for OVDRA functions upon request. Events may be held outside these times but must conform to the Affiliate Functions (non-compete) Clause. Affiliate Functions may not compete with OVDRA. Competition includes but is not limited to: hosting an Affiliate Function at a date and time that competes with a OVDRA event, hosting an Affiliate Function that provides continuing education credit towards licensure of an eye care professional, hosting an Affiliate Function utilizing meeting rooms, or space held by OVDRA at designated meeting property.

Important Dates

Friday, Monday February 1, 2027
Deadline for OVDRA Approval on Non-Traditional Booth Requests

Wednesday, March 31, 2027
Noon to 4:00 PM | Set Up in Exhibit Hall

Friday, April 2, 2027
Following Lunch | Teardown in Exhibit Hall

Questions?
Mark Bice, CMP Fellow
508-438-7480 (Direct)
meetings@ovdra.org

March 30-April 3
2027
ORLANDO
OVDRA